

CHRISTIE LAKE KIDS & TAGGART PARKES FOUNDATION PRESENT

AN **Unlikely**
Pairing 
ADVENTURES IN
FOOD TRUCKS & FINE WINES

ASHBURY COLLEGE
NOVEMBER 8th 2018

TAGGART
-PARKES-
FOUNDATION



CHRISTIE
LAKE KIDS

At Christie Lake Kids, we believe the experience of growing up in poverty should not define a person or limit their potential.

We offer year-round programs to Ottawa's most vulnerable children, giving them the chance to learn physical, character and social skills in a safe, encouraging, inclusive environment.

More than 600 kids from low-income families attend after-school & weekend programs like Art, Music and Hockey at inner-city community centres and spend two weeks every year at Christie Lake Camp in Perth. All of our programs are offered free of charge and with all supplies & transportation included!

Our staff and volunteers provide outreach throughout the year, surrounding children with support - teaching, encouraging and inspiring.

“Building skills. Transforming lives” is not just a tagline — it’s what we do.



CHRISTIE LAKE KIDS PROGRAMS ARE BASED ON THESE BASIC PRINCIPLES:

- All kids deserve a safe, healthy childhood.
- All kids deserve the opportunity to learn, to achieve, and to succeed.
- Teaching skills of all kinds not only builds those particular skills; it also builds self-esteem, social skills, and other positive qualities.
- Children from low-income families deserve the same recreational and skill-development opportunities as other children.
- Caring for children and youth is not just a private issue; it is a collective responsibility.

Introduction from our Chair

Hello and Welcome,

On Thursday, November 8th, 2018, Christie Lake Kids (CLK) is presenting *An Unlikely Pairing: Adventures in Food Trucks and Fine Wines*. This is our seventh annual fundraising gala and we are thrilled to be hosting this event at the beautiful and historic Ashbury College.

Christie Lake Kids' mission is to enrich the lives of children and youth living in poverty by providing year-round recreational programming. We develop physical, artistic and social skills and our programs strengthen their physical and mental health, wellbeing, and overall self-esteem and self-awareness.

Children who live in poverty often encounter multiple barriers to participation. By removing barriers in the delivery of our skills development programs in such areas as recreation, arts, leadership, volunteerism and vocational development, we implement programming that promotes protective factors in healthy development, resiliency and a sense of self-worth.

Essentially, children who most need recreational programs are the least likely to attend them. At Christie Lake Kids, we remove these barriers. Through our Inner City and Camp Programs, our children and youth gain social skills including problem-solving, conflict-resolution and self-control. *An Unlikely Pairing* is Christie Lake Kids' premiere event that raises the necessary funds to help eliminate these barriers.

This event is for those who have an adventurous culinary palate, like to drink fine, exotic wines, support local business; all the while helping Ottawa's at-risk youth. We partner with local food trucks to create a gourmet menu and work with some of Ottawa's most experienced sommeliers to create a unique, five-course food and wine pairing experience. Join us and begin your evening with champagne and appetizers in our lounge, enjoy our incredible Live and Silent auctions and evening entertainment. Most importantly though — let your taste buds journey along what will be an tantalizing foodie experience.

In it's 7 years, An Unlikely Pairing has raised over \$500,000, which has helped CLK deliver inner city programming to underprivileged kids and has promoted CLK's ability to expand into four of Ottawa's highest-priority neighbourhoods. This impact would not be possible without the support of our generous sponsors and guests. Please join us this year, to help us build the skills and transform the lives of Ottawa's most vulnerable youth.

Cheers! See you November 8th.

Scott Parkes

Vice President, Tamarack Homes

Christie Lake Kids Board Member

Honourary Event Chair *An Unlikely Pairing: Adventures in Food Trucks and Fine Wines*

Food Truck Craze

Food trucks are a national sensation, with huge followings here in Ottawa. Perhaps one of the biggest trends in contemporary cuisine, the food truck is a spin on ordinary street food. They can serve anything from pizza to sushi (in our case extraordinary gourmet food pairings) from a cart or truck no bigger than your office cubicle. The food truck trend isn't defined by a definitive cuisine, style or price point; it just means food on wheels. Ottawa food trucks are both plentiful and inventive, serving up delicious gourmet tacos, inventive sushi, and much, much more. We are proud to have a "foodies" dream sampling of what this craze is all about here in Ottawa.



Sponsorship Opportunities

TITLE SPONSOR **\$10,000 SOLD**

- Title Sponsorship of CLK Gala Event
- High profile media exposure in all CLK Gala Event advertising (e.g. print, radio, television, website, etc.)
- Prominence of logo in all CLK Gala promotions (eg. tickets, posters, website, etc.)
- Repeated social media mentions as principal sponsor (Twitter, Facebook, and Instagram)
- Premium placement of corporate banners and motif (provided by sponsor) during the gala (e.g. banner presence at front entrance of gala)
- One table of 8 at event

DINING ROOM SPONSOR **\$6,500 SOLD**

- Recognition as Dining Room Sponsor on all promotional material and website
- Signage on the Bar and branded beverage napkins
- Colour logo in the event program
- One table of 8 at the event
- Social media mentions (Twitter, Facebook, and Instagram)
- Signage indicating sponsorship located inside the gala area

LOUNGE SPONSOR **\$6,500 SOLD**

- Sparkling Wine at the opening reception in Ashbury College common area
- Recognition as the Cocktail Hour Sponsor on all promotional material and website
- One table of 8 at event
- Colour logo in the event program
- Social media mentions (Twitter, Facebook, and Instagram)
- Placement of signage indicating the cocktail hour sponsorship in entrance of cocktail area

DECORATION SPONSOR **\$5,000 SOLD**

- Recognition as Decoration Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at the event
- Social media mentions (Twitter, Facebook, and Instagram)
- Signage indicating sponsorship located inside the gala area

VENUE SPONSOR **\$5,000 SOLD**

- Recognition as Venue Sponsor on all promotional material and website
- Signage at entrance to event
- Colour logo in the event program
- One table of 8 at the event
- Social media mentions (Twitter, Facebook, and Instagram)
- Signage indicating sponsorship located inside the gala area

FOOD TRUCK SPONSOR \$4,000 SOLD

- Recognition as food truck sponsor on all promotional material and website
- One table of 8 at event social media mentions (Twitter, Facebook, and Instagram), name & logo on website
- Colour logo in the event program
- 5 courses; each sponsorship will be for one course
- Signage indicating sponsorship in front entrance of building as well as inside the gala

DESSERT SPONSOR \$4,000 SOLD

- Recognition as Dessert Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

WINE SPONSOR \$4,000 1 AVAILABLE

- Recognition as Wine Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- 5 wine pairings; each sponsorship will be for one pairing
- Signage indicating sponsorship inside the gala (Separate signs for each course)

SWAG SPONSOR \$4,000 SOLD

- Recognition as SWAG Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

PROGRAM SPONSOR \$3,500 SOLD

- Recognition as Program Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

STAR GIFT SPONSOR \$3,500 SOLD

- Recognition as STAR Gift Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

FLOWER SPONSOR \$3,500

- Recognition as Flower Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

AV SPONSOR \$3,500

- Recognition as AV Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

HOSPITALITY SPONSOR \$3,500 SOLD

- Recognition as Hospitality Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

EMCEE SPONSOR \$3,500 SOLD

- Recognition as Emcee Sponsor on all promotional material and website
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

PHOTOBOOTH SPONSOR \$3,500 SOLD

- Recognition as Photobooth Sponsor on all promotional material and website
- Logo imprinted on all photobooth pictures
- Colour logo in the event program
- One table of 8 at event
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

SERVICE SPONSOR \$1,000 SOLD

- Logo in the event program, Logo on website
- Social media mentions (Twitter, Facebook, and Instagram)
- Name/logo included in on site signage inside the gala

VOLUNTEER SPONSOR \$1,000

- Logo in the event program, Logo on website
- Social media mentions (Twitter, Facebook, and Instagram)

LIT SPONSOR \$500

- Logo in the event program, Logo on website
- Social media mentions (Twitter, Facebook, and Instagram)

GIFT IN KIND

Donate an item for our Live or Silent auction and receive exposure on the CLK Gala website. Recognition for items can vary, please inquire with our office

Purchasing Tables/Tickets

If sponsorship is not something you can commit to this year, we strongly encourage you to show your support by purchasing a table for the evening. Tables seat 8 people and include admission to our lounge for champagne cocktail hour, food and wine pairings, evening entertainment and live and silent auctions.

CORPORATE TABLE OF EIGHT: \$2,500

Corporate tables will receive their name and signage on their table, a mention on Social Media (Twitter, Facebook and Instagram), and acknowledgment in the event brochure, website and annual report.



INDIVIDUAL TICKETS: \$250



For Individual Tickets a tax receipt for a portion of the fees spent will be issued.

Contact Information

For more information about sponsorships or auction donations, please contact:

KIMBERLEY BANKS

kbanks@christielakekids.com 613-742-6922 ext. 224
Christie Lake Kids, 400 Coventry Road, Ottawa, ON, K1K 2C7



Corporate Sponsor Response Form

Company Name (as you would like to be listed)

Contact Name/Position

Address

City

Province

Postal Code

Telephone

Email

Yes, we'd like to participate in the CLK Gala in the following way:

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Title \$10,000 | <input type="checkbox"/> Food Truck \$4,000 | <input type="checkbox"/> STAR Gift \$3,500 | <input type="checkbox"/> Photobooth \$3,500 |
| <input type="checkbox"/> Dining Room \$6,500 | <input type="checkbox"/> Dessert \$4,000 | <input type="checkbox"/> Flower \$3,500 | <input type="checkbox"/> Service \$1,000 |
| <input type="checkbox"/> Lounge \$6,500 | <input type="checkbox"/> Wine \$4,000 | <input type="checkbox"/> AV \$3,500 | <input type="checkbox"/> Volunteer \$1,000 |
| <input type="checkbox"/> Decoration \$5,000 | <input type="checkbox"/> SWAG \$4,000 | <input type="checkbox"/> Hospitality \$3,500 | <input type="checkbox"/> LIT \$500 |
| <input type="checkbox"/> Venue \$5,000 | <input type="checkbox"/> Program \$3,500 | <input type="checkbox"/> Emcee \$3,500 | |

We would like to purchase _____ corporate tables at \$2,500= _____

We would like to purchase _____ individual tickets at \$250= _____

If you can't attend, please consider becoming a Friend of the Gala and making a donation:

\$ _____

PAYMENT METHOD

Cheque Enclosed Please make cheques payable to: Christie Lake Kids

Please send an invoice to: _____

Visa MasterCard

Card Number

Expiry Date

Cardholder Name

Signature

Date

Please forward your company logo in EPS or JPG format to kbanks@christielakekids.com

Tickets will be sent via mail until October 31st, 2018. After that date, they can be picked up at the Registration Table.



Building Skills.
Transforming Lives.

CHRISTIELAKEKIDS.COM